

REAL ESTATE JOBBING

101

Volume 1



real estate jobber (n.) **1.** *A person who uses a specific system to find leads for real estate investors.* **2.** *Someone who helps bring motivated sellers and investors together, like the pieces of a puzzle.*

Barry J Grimes

The 2004 Real Estate Jobber Course - Volume 1

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INTRODUCTION

What to Expect From This Volume

You may recognize some of the information in this volume if you downloaded the free version of Real Estate Jobbing 101. But, please read on, as this volume contains information not included in the free download version.

I would like to personally welcome you to the wonderful and profitable world of real estate investing! This course is designed to help you generate income as a Real Estate Jobber, in your spare time with, zero money, zero credit and zero financial risk.

This is not a get rich quick plan and will take commitment and some work on your part, in order to achieve the goals that you will set. This is **not** one of those “no money down” programs that you see advertised on late night infomercials.



This course will help you understand how Real Estate Jobbers generate leads for professional Real Estate Investors. Lead generation is a very profitable part of real estate investing. It's profitable to you, because you make money without financial risk. There is some financial risk for the Real Estate Investor; however, the rewards can be tremendous.



The Targets for Volume 1

1. To explain why it is necessary to take control of your life.
2. To introduce a way of taking control of your life.
3. To explain why real estate is the perfect way to take control of your life.
4. To introduce you to real estate jobbing.
5. To help you understand what real estate investing is.
6. To explain why real estate jobbing is simply a numbers game.
7. To explain the three levels of Real Estate Investing and how they differ.
8. To show you how easy it is to start your Real Estate Jobber business, and what you'll need to do it.

We will begin by exploring the many reasons why people are studying this course and what can be gained.

Next we will see why real estate is such an attractive option for making money. The design of the getting started guide will then be reviewed.

The next section covers what a Real Estate Investor does, looks at a typical Real Estate Investor profile and explains how they are able to make so much money.

We'll move on to an overview of the three general levels of real estate investing and discover what separates each. You will learn exactly what's needed to get started, and how you will become a Real Estate Jobber. You may be surprised at how easy it is.

Then we will see why real estate is such an attractive option for making money. The design of the program will also be reviewed.

We will crunch the numbers to understand how many Motivated Sellers are out there, and how many leads have to be generated to find them.

There will be a discussion on Motivated Sellers, explaining why they are so important.

Real Estate Jobbing Volume 1

Take Control of Your Life!

Real Estate Jobbing is a vehicle that you can use to begin taking control of your life. Many Americans are completely reliant on their jobs to earn a living. Which means his or her financial well-being is under the control of someone else.

Downsizing and layoffs are at an all time high. Job security does not exist. Hundreds of thousands of people have lost their life savings and retirement plans to corporate mismanagement and scandals. In short it's no longer safe to place your future in the hands of a faceless company.

Real Estate Jobbing offers a safe way to earn extra money, and learn some new skills, which can help you take charge of your financial well-being. You don't have to quit your job; in fact I would not recommend that.

You can learn this business in your spare time and build the skills and knowledge that will eventually allow you to quit your day job.

Even if you have no desire to quit your job, Real Estate Jobbing gives you a back up income. If you were to lose your job, wouldn't it be nice to have a way to earn money while looking for a new job? Think of it like a parachute, in case of an emergency.



How Can I Take Control?

The only true way to take control of your financial destiny is to build your own business. Of course this is much easier said than done. You must want to do more than simply "have" a business, you must be able to make money with it, or it's useless.

You can't expect to get rich overnight and quit your job the next day. Despite what you hear on TV or read on the Internet, this vary rarely happens.

A successful business requires planning, dedication, motivation, desire, skill and a sound product. These are not things you can magically get overnight.



Everyone is capable of succeeding on their own, but many of us have been programmed by society, our family, friends and others that working for someone else is the only route available. This simply is not true.

Job security disappeared a long time ago. Most companies are only concerned with the bottom line, which means employees are expendable at any time. Do you really want to gamble your future

on this type of company? You should, at a very minimum have a back up plan.

What would happen if you lost your job tomorrow? Would you be able to find another job right away? How would you support your family? These are some very tough questions. Unfortunately millions of Americans had to answer them at some point during 2003.

Guess what? Millions more will have to answer the same questions in 2004 and beyond. Wouldn't you feel better having something to fall back on, in case of job loss? You would still be able to provide for your family, while looking for employment?

I found out the hard way. A very large and "stable" company employed me. I felt comfortable and secure. New management arrived and the rumors of downsizing began to circulate.

I didn't worry since I had survived other downsizings, and besides, "I had an MBA and over 20 years of experience in the industry."

To make a long story short my position was eliminated. I was lucky and found another job within a couple of weeks, but with a salary 25% lower. This of course would lead to financial problems. It finally hit me; my financial well-being was completely out of my control.

I then had an even scarier thought, "What if this company decided to lay me off or eliminate my job?" It was at that moment when the

truth hit me hard. "There is no job security working for someone else."

Not only would I have to worry about downsizing and layoffs, there is also gross mismanagement and corporate greed, which has driven some very large companies to bankruptcy. Millions of employees lost their savings and retirement plans.

I had to take control of my financial well being in order to provide my family with the lifestyle they deserved.

The obvious solution was to build my own business. In the past I thought about starting my own business several times, but complacency and fear would always stop me.

This time I decided to conquer my fear, and as the Nike ad says, **"Just do it."** I had to think of it like my future was at stake, because it really was.

Any business that I started would have to meet the following criteria:

- ✓ I have to be able to work it in my spare time; " I can't quit my job right now."
- ✓ I have to be able to start it with very little money.
- ✓ It has to be able to generate cash quickly.
- ✓ It must have the ability to grow and allow me to quit my job eventually.
- ✓ It must have a stable, high demand product.

- ✓ It must have no financial risk to my family.

With these criteria in mind I began researching business opportunities. Most were very expensive, and promised instant riches with little or no effort. Of course these promises were all farces and could not pass any of my criteria.

Then late one night I saw an infomercial advertising buying homes with no money down. Could real estate be the perfect solution? I immediately targeted my research to real estate investing. It seemed almost too good to be true. I could work in my spare time. The infomercial said no money down. A profit should be there in about 45 days.

I could definitely quit my job within a couple of years or sooner! I learned in my research that real estate has gone up in value for many years and has often outperformed the stock market. The only problem was the no money down program cost over \$300, which would really stretch our budget to the max.

I decided to take a chance and purchased the program. It **was too good to be true**. The program had some good information, but was much too complicated for a novice.

I decided to give it a try and make use of the program. I began calling real estate ads in the paper. I noticed an interesting ad that read, "Bird dogs needed, I will pay you \$200 for leads, no experience necessary." I immediately called the number, and found

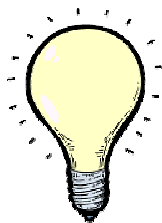
out all I would have to do is look for properties around town that were for sale.

I quickly began looking for leads and found several, but they weren't the type of leads the Investor was looking for. He was looking for certain types of properties. No one wanted to take the time to show me how to find these properties.

Real Estate Investors are very busy, and time is definitely money for them. I had to bring something of value to the table that would not waste their time. I knew this was a great opportunity, but I had to find a solution for my problem that would also be of value to the Investor.

The Investor hated looking for properties, and spent a great deal of time qualifying leads from his Bird dogs. Most of these leads were rejected and a waste of time. The Investor was going through useless leads instead of buying and selling properties.

The light bulb finally came on and I made a unique offer to the Investor.



"What if I brought you pre-qualified leads complete with all of the information you need to buy the property"? His reply, "that service would be extremely valuable!"

I spent the next six months researching thousands of websites, reading book after book, and interviewing dozens of Investors from all over.



I had to learn **what types of leads are most successful**, what information is required and how to find the properties that meet their needs.

The result was a type of Real Estate Investor, which I coined the "Real Estate Jobber"™. **A Real Estate Jobber would provide valuable information on pre-qualified leads.**

This type of information saved the Investor time, and enabled the Jobber to earn some very good part-time money, while learning the business first hand. I now had a safety net in case my new job was eliminated.

I had gained the skills to provide for my family. Even better, Real Estate Jobbing could lead to Real Estate Investing and allow me to quit my job. Now I'm in control again. That's my story.

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Building A Business

Now let's think about the best way to approach taking control of your life. It would not be wise to just quit your job to start a new business. You most likely would not be able to replace your current income right away. I suggest **building a business in your spare time**, which is different than "starting" a business.

Starting a business implies that you will finish it or simply give up. When you build a business you are doing it the right way, at a pace you are comfortable with. Building conjures images of growth, and that's what you want. How do you build a business?



Glad you asked. Well like any building you need a good foundation. The considerations that I used to build my foundation are as follows.

First you need to choose **a business that you can work on in your spare time, without jeopardizing your current job**. Ideally you would be able to begin building your business with very little money. You would not cause financial hardship to your family.

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You would be able to **use resources that you already have**. You must have a product that is desirable and that you can build upon. The business has to have the ability to begin earning money quickly. There must be enough **growth potential to eventually allow you to quit your job and regain control of your life**.

I know this sounds like a pretty tall order, but remember we're talking about your financial future. Would you want anything less? You will have to steadily work towards your goals (you must set goals), and it requires a different way of thinking.

Change is not easy, but it is necessary. Are you currently living the life you have always dreamed of?



Well, if you don't make changes you will continue to get the same results. After all, **"you can't change your life, unless you change your life."**

Real estate is the perfect product because it will always be desired. People will need shelter regardless of the economy.



You will not have to buy or sell real estate (remember no financial risk to your family), but you will be working with Investors who do. Finally, the growth potential is phenomenal. **You will gain the ability to eventually become a Real Estate Investor.**

As you will see later, many **Real Estate Investors are able to earn in one transaction, more than they made in an entire year at their old jobs.** Imagine 6 or 8 of these transactions a year. Do you think your family could live comfortably on that kind of money?

Your goal is to be able to **take control of your life and improve your standard of living.** Don't just think of it in terms of money, but also what the money can do for you and your family.

First and foremost you will remove the constant worry of finances and job security. This alone will make a dramatic difference in the quality of your life.

Live in the home you've always wanted. Drive the car you've always wanted. Provide your children with the education they deserve. Donate to your favorite charity. Give back to the community. Take a family vacation as often as you like. Most importantly you will control your time and financial security. Now that's quality of life.

This is not something that will happen overnight, but it is something that you can make happen for yourself at your own pace. Some people take years, while others take months. It completely depends on you.

This will take effort and dedication on your part. But aren't the rewards mentioned above worth it? When you feel like giving up, just remember what you are working for.

Let's take a closer look at Real Estate Jobbing.

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Real Estate Jobbing

Real Estate Jobbing is a vehicle that you can use to begin taking control of your life. Earlier we learned that many Americans are completely reliant on their jobs to earn a living. Which means that his or her financial well-being is under the control of someone else.

We also mentioned that downsizing and layoffs are at an all time high. Job security does not exist. Hundreds of thousands of people have lost their life savings and retirement plans to corporate mismanagement and scandals. In short it's no longer safe to place your future in the hands of someone else.

Let's take a look at how this volume is arraigned.

Real Estate Jobbing Volume 1

About You

The goal of this volume is to introduce you to Real Estate Jobbing and give you a glimpse into the world of real estate investing. Real Estate Jobbing will allow you to earn good money while "learning the ropes" of the real estate investing business.

A secondary goal is to provide a very elementary look at the profession of Real Estate Investing, and help you realize that anyone (yes this includes you) can become a Real Estate Investor. Real Estate Jobbing is the perfect vehicle to help you understand this.

The information contained in this course will serve different purposes for different people. For some this will be the first step towards the freedom of self-employment and the financial security that it can bring.

Recent trends in today's economy have left many wondering if there will ever be "job security" again; well, the short answer is no. The numerous recent corporate scandals and slowing economy has led to the layoffs and downsizing of employees numbering in the millions.

The falling stock market has devalued 401k plans and other retirement programs significantly. For these reasons and many more, people are searching for a way to take control of their lives and their futures.

However, there are others who are perfectly happy with their current employment and have no desire to become self-employed. They will simply use this information to supplement their income.

They may be looking to pay off some debts, take an extravagant vacation, buy a new car, make home improvements, pay for their children's education, or just improve their finances in general.

Some will purchase the Real Estate Jobber course, and use the information to find a home available at below market cost to live in.

Whichever situation applies to you, real estate jobbing can help you achieve your goals.

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Why Real Estate?



Real estate has probably made more millionaires than any other industry, and offers many rewards including cash flow, security, long-term wealth and numerous tax benefits.

Real estate investing is something that anyone can learn and prosper at regardless of age, gender, religion, race, education or current occupation. You can begin with virtually no start up costs, and work this business from your home full-time or part-time.

Real estate is one of the very few occupations left where the little guy can start with nothing and still strike it rich!



There are no licenses required to invest in real estate, in fact you may have already done so by purchasing a home! Real estate offers a practically unending supply of properties. **There are millions of properties on the market, and thousands more become available each day,** all over the country.



The real estate market goes through cycles just like any other industry. However, even when the market is down there are still many outstanding opportunities. People will always get transferred to new jobs, relocate for a variety of reasons, experience financial difficulties, get divorces, and **have a myriad of other reasons for buying and selling property.**

If purchasing a home is not possible for whatever reason, then an answer for many will be to rent homes, which obviously creates a demand for both renters and landlords.

Quite simply there will always be a market for real estate; regardless of the economy people will always need a place to live.

Owning a home is still the American dream.

Real Estate Jobbing Volume 1

The Design of this Course



This course is designed to introduce you to the world of real estate jobbing, which can help you earn thousands of dollars in your spare time, without financial risk.

The risk that you will take is to step outside of your normal boundaries. You will learn something new and have to **take action in order to earn the money that is waiting for you.**

This is an introduction to real estate investing that will cover everything you need to know in order to get started as a Real Estate Jobber. This course **does not** cover how to buy or sell property, however in volume 5, I will go over some of the things that you can expect to face at the next level. **You will learn how to generate leads for Real Estate Investors who are already established, and who buy and sell properties every day.**

If you plan on taking the next step, the information in this course will continue to be extremely valuable. **You will have to know how and where to find the properties that will make you money.**

This course will cover everything you need to know in order to find an abundance of these properties. I consider generating leads for

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Real Estate Investors to be real estate jobbing, which we will discuss in more detail later.

Real Estate Jobbing can be thought of as pre-real estate investing.

Doctors go through pre-medicine studies to learn in real life situations, such as those in the Emergency Room. You will learn the basics of real estate investing through real estate jobbing, which provides you with real life training. However, **you can make a lot more money in a shorter period of time than a student!**



The process is quite simple; you provide leads to the Investors, and the Investors in turn will pay you a referral fee for successful leads.

What is a **lead** you ask? Great question. A lead is information on real estate property that is (or soon will be) for sale or rent. The Investor is essentially buying this information from you.

A successful lead results when the Investor is able to purchase a property based on the information you supplied. There are numerous ways for you to generate leads. Some are more involved than others, but they all can be very effective.

You will learn how to find **Investors**, how to generate leads for the Investor and turn those leads into cash. Remember this simple formula.

Leads for Investors = Cash for You.

You may experience some apprehension, as to whether you can actually find Investors and leads, but trust me **anyone can**.

This reminds me of when my daughter was learning how to drive. There was an awful lot to learn not only about the act of driving itself, but also the rules of the road. She had to learn the meaning of numerous road signs, and watch out for trouble from other drivers. All of these things often have to be done at the same time.

She wondered if she would ever be able to master it all. I assured her that with practice she would do just fine. Within a few weeks she received her learner's permit, and is now learning to drive safely and happily (with either my wife or myself in the car, of course).



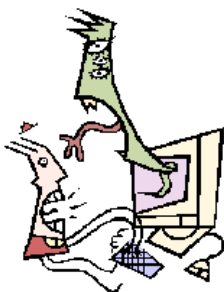
Think back to when you were learning how to drive. It's now second nature and is actually more complex than generating leads for Real Estate Investors. **Recognizing leads will also become second nature, and there will be nothing to fear!**

However, there is always some fear when trying something new; that's normal. What separates those who take control of their lives from those who don't is the ability to overcome fear. Fear is caused by having to step outside of your comfort zone.

Fear is real; it's not a figment of your imagination. But like anything else that's real, you can learn how to conquer it. You can do this by simply taking action to overcome your fears.

Fear may be real, but is nothing new. The Roman historian Titus Livius said, "**We fear things in proportion to our ignorance of them**". In other words the more familiar we become, the less we fear. Oh yea, Titus said that in the year 12 (yes, that's 12 A.D.). You see people have been overcoming fear for a very long time.

For instance my mother was very afraid of computers, because she had never used one. She must have thought something would jump out of the computer at her!



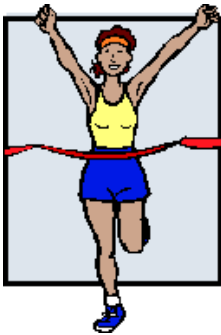
With gentle guiding from the family, she slowly began to gain some confidence and comfort with the device. She took action, gained some familiarity and was able to overcome her fear of computers.

Real Estate Jobbing is no different. The Real Estate Jobber course will help you become knowledgeable, gain comfort and take action.

As you learn to use the principals taught in Volume 2 and applied in Volume 3, you will soon become fearless, and wonder why you were ever hesitant.

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Are You a Champion?



You don't have to be an athlete to be a champion. Most athletes spend their entire career trying to be a champion, trying to be the best they can be. By taking control you can be a champion of your life. Let's look at a few of the characteristics of champions.

Sacrifice - champions are willing to sacrifice some things now, in order to reach their ultimate goal. You may not want to devote the time it will take to succeed, but to take control of your life you will have to. It may mean a few less hours of TV, or some late nights of research. Whatever it is, you must realize the short-term pain is worth the long-term gain.

How many times have you heard a champion athlete say, "It was worth all the blood, sweat and tears to win the championship." Your championship is of course to be able to control your future and live the lifestyle of your dreams.

Dedication - champions are 100% dedicated to their goals. A bump in the road will not discourage them from continuing. Champions realize that mistakes are part of life. They look at mistakes as learning opportunities. Nothing can detour them from their goal. No matter what comes up, a champion will figure out a way to make it work to their advantage.

You must show the same dedication towards your goals; believe me it's worth it. You must have the attitude that you will succeed no matter what. You can, and will overcome any obstacle that gets in your way. Nothing is going to stop you from taking control of your life!

Positive Attitude - Champions believe in themselves and those on their team. They do not allow negativity to creep into their minds. Champions see the way to success, while negative thinkers look for excuses.

You have to be able to envision your success. Imagine the lifestyle that you and your family will be able to have. Picture yourself achieving every goal that you set. Get your mind trained so that it will accept nothing less than becoming a champion.

Sense of Urgency - Champions do not procrastinate. They realize that the time for action is now. If you wait for everything to be perfect, for all of the stars to align then the opportunity may pass you by.

Put your plan together and then take action. Everything is not going to be perfect, but you can always make adjustments along the way. Tomorrow never comes for the procrastinator.

These are just a few traits that champions possess. There is nothing mystical about them. These are traits anyone can have or learn; thus anyone can become a champion.

Yet only a select few will actually follow through all the way to the championship. Champions will do whatever it takes to win the big one, and so must you.

Let me rephrase my earlier question. Do you want to be a champion and master of your destiny? The choice is completely yours.

Real Estate Jobbing Volume 1

WHAT IS REAL ESTATE INVESTING?

Real estate investing is simply the process of buying and selling property. Obviously there are many steps involved such as financing, marketing, closings, inspections and numerous other details and procedures. However, the intricacies of real estate investing are beyond the scope of this course.

Real Estate Jobbing Volume 1

The Three Fs

Robert Allen, the best selling author and one of the pioneers of creative real estate financing, boiled the complicated process of real estate investing down to the three "Fs."

No, it's not what you're thinking! The three Fs are **find it, fund it, and farm it**. The "it" refers to a property. Let's take a look at each F.

 **ind it** – this is your duty as a Real Estate Jobber. Real estate investing cannot happen without a worthy property. This is a very important part of the process. Only certain properties are worthy of a Real Estate Investor's time and attention.

 **und it** - this is the financing that pays for the property. You probably think of financing as going to the bank and taking out a

mortgage to purchase the property. This is in fact how most people buy property.

However, Real Estate Investors don't often use this method. Investors use hundreds of different sources to purchase properties, most involving OPM.

What's **OPM** you ask? Why it's **Other People's Money**! OPM is the backbone of "No Money Down" real estate investing, but that's a topic for another book. For now, just understand that money **is** part of real estate investing.



Farm it – this involves moving the property to another Investor or owner/occupant. Again there are many different ways to farm the property including:

- ✓ Sell it outright
- ✓ Rent it to tenants
- ✓ Lease option it
- ✓ Convert it to a different type of property

These are just a few of the methods Real Estate Investors use to turn a profit with properties.

Never underestimate the role of the Real Estate Jobber in the world of Real Estate Investing.

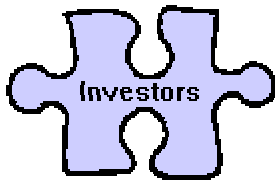
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What Exactly is a Real Estate Jobber?

Real Estate Jobbers bring the pieces together...



...much like a puzzle. Let's take a look at the pieces and how Real Estate Jobbing fits into the mix.



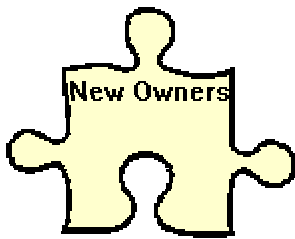
The Investor is the first part of the puzzle. The Real Estate Jobber will find properties that meet the needs of Investors and allow them to make a profit. This will save the Investor a great deal of time and make the Jobber's services extremely valuable.



As a Real Estate Jobber you will discover **Motivated Sellers** while searching for worthy properties. We will discuss Motivated Sellers in much more detail later. For now, just realize they are people with problems and need the help of your Investors.

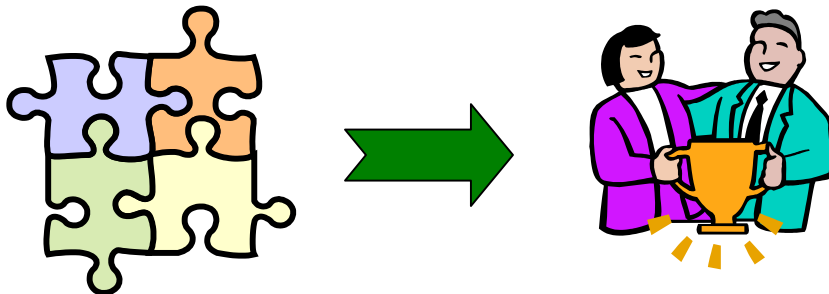


The party providing financing obviously has an important function. Financing allows the Investor to take control of the property, and for the seller to get paid in exchange.



The new owners are the last piece of the puzzle. The owner/occupant will purchase the property from the Investor, and allow for the Investor to get paid for her efforts. The puzzle is then completed when you receive a referral fee from your Investor.

The process that started with you finding a Motivated Seller for your Investor, has now gone full circle and ended with you getting paid!



When all of the pieces come together, a real estate investment transaction has taken place and everyone wins. This is known as a

win-win transaction. We will discuss the importance of win-win throughout this course. The transaction must work for all parties involved.

The Investor has made a nice profit. The seller has alleviated a major problem and most likely also received some cash. The financier has received a profitable return on investment in the form of interest payments.

The new owner/occupant now owns a home and can realize the tax savings and pride that come with home ownership. Last but certainly not least; you have now earned a referral fee!

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What is A Real Estate Investor?

For our purposes a Real Estate Investor is a person that buys and sells properties with the expectation of making a profit. Real Estate Investors are men and women, range in age from 17 to 117, are of every race and ethnic background, come from both humble and privileged roots.

They are former teachers, doctors, lawyers, factory workers, clerks and other professions too numerous to name. In short anyone can be a Real Estate Investor.

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Profile of a Professional Real Estate Investor

A professional Real Estate Investor is one who invests in real estate full-time, and earns his/her primary living from buying and selling property. The Real Estate Investor typically works out of their home, although there are some Investors who have set up an outside office. This office is usually a property that the Investor has bought!

Many Investors are experts and **specialize in particular types of real estate**. For instance one Investor that I worked with preferred to deal with single-family homes in good condition, and located within two specific parts of town.

There were several advantages to his strategy. He knew the market values of these homes. He would have to do very little repair work, and he could quickly make a determination on whether or not the deal would be profitable.

Another Investor preferred “ugly” houses, “the uglier the better”.



The ugly houses were usually abandoned and mostly in the undesirable areas of town. Many had sustained fire damage, vandalism, natural deterioration or a combination of all of these

factors. The obvious advantage was that he could obtain the property for next to nothing, perform a complete rehab and eventually sell it for a substantial profit.

A third Investor I worked with only bought property in one particular area of town. He was not overly concerned with the appearance of the property. His only concern was that he could buy it for less than 60% of the [fair market value](#) (after repairs), without paying more than \$100,000.

This Investor also knew the property values like the back of his hand, and did not mind the [rehab](#) if the profit potential was attractive enough.

The point is that most Investors have carved out a niche and are very [adept at working these niches](#). Some prefer single-family homes, some prefer multi-family homes, some prefer mobile homes, some prefer condos, some prefer apartment buildings, some prefer commercial properties, and some will work with any type of property.

Real Estate Investors are some of the nicest people you will ever meet. This is truly one profession where there is almost always someone willing to help you along the way.

Why you ask? Many Investors started out exactly like you, generating leads for established Investors while learning the

business. Somewhere along the way they received assistance and as a result don't mind doing the same for others.

There are so many real estate opportunities that no one person can have them all. As I mentioned earlier most **Investors have their own niches** and buying criteria, as a result they are usually not chasing the exact same property as other Investors.

Real Estate Investors often enjoy a very comfortable life style, as you will see later this is an extremely profitable business. Many Investors chose real estate investing because of the flexibility it offers in terms of time commitment.

They also enjoy the **freedom** of operating their own business and the tax advantages that go along with it. Investors are able to spend more time with their family and enjoy the wealth that they create.

Many doctors and lawyers also earn considerable sums of money, but they usually don't have the time to enjoy the fruits of their labor.

Most Real Estate Investors started out in another profession and stumbled upon real estate investing through a book, a TV commercial or word of mouth. They were **amazed at the moneymaking opportunities** that were available, and how easy it was to get started.

They were able to work the business **part-time and make considerable money** in the process. It's not uncommon for a Real Estate Investor to earn as much on one transaction as they did in an entire year at their day job!

When you reach this point it's not difficult to decide when to quit your job and concentrate on Real Estate Investing full-time. No matter what your current occupation, age, gender, income level, location or experience, you can become a successful Real Estate Investor.

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How do Real Estate Investors Earn so Much Money?



The answer is simple; they only work with **distressed properties**. Distressed properties probably conjure images in your mind of the ugly properties that I mentioned earlier. Some ugly properties certainly are distressed; however, they are not the only form of distressed properties. A distressed property is any property owned by a Motivated Seller.

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What is a Motivated Seller?

A Motivated Seller is a person who is in a situation causing them to sell their property for less than the current fair market value.

There are many reasons why a person becomes a Motivated Seller. They may have experienced financial problems and are unable to continue paying for the property. They will lose it altogether if it's not sold quickly.

People get transferred to other states and must sell the property quickly.

People expand their family and need a bigger home, and must sell the current home first. Or, just the opposite; the kids may have moved out, and now a smaller home is needed.

Estate heirs inherit properties that they just don't want to deal with. In some divorce cases neither person is able to afford the property on their own.

Landlords may no longer wish to deal with tenant headaches and are eager to sell. There are numerous situations, which provide motivation for sellers to want a quick and easy sale of their property.

Motivated Sellers live in homes valued from \$1 to over \$1,000,000. The old saying “**never judge a book by its cover**” is certainly true in real estate investing.



A lead excluded based solely on appearance, may end up costing you money. You can't tell how motivated the seller is based just on how the property looks. There is never a shortage of Motivated Sellers, but the trick is finding them.

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Morality vs. Profit?

No, not really. Your first thought may be that Real Estate Investors are taking advantage of people in unfortunate situations; however, in most cases it's actually the exact opposite. Many Motivated Sellers would end up with nothing except a blemished credit history if not for the help of an Investor.

This is a business, and every Investor is in it to make a profit, but often times it is truly a sellers last chance to salvage anything out of their property. For the financially challenged homeowner the property becomes a huge burden to carry around.



While Investors do pay less than the **fair market value**, the Seller is able to get out of the property quickly. Depending on the situation the Seller is sometimes able to receive some cash to help them move on with their lives. This prevents a major blemish in their credit history.

These are some of the factors a Seller will have to weigh in a distressed situation, and then make a decision that best fits their needs.



If the transaction is not a win-win situation then it won't work for the Seller or Investor.

As in any profession there are Investors that are unscrupulous and will do anything, whether it's legal or not to make a profit. You will of course choose not to work with this type of Investor.

Reputation is very important to the professional Real Estate Investor, and the vast majority would not risk it for a quick buck.

It's a fairly small and tight knit community where word travels fast, thus **that quick buck might be the last that they make.**

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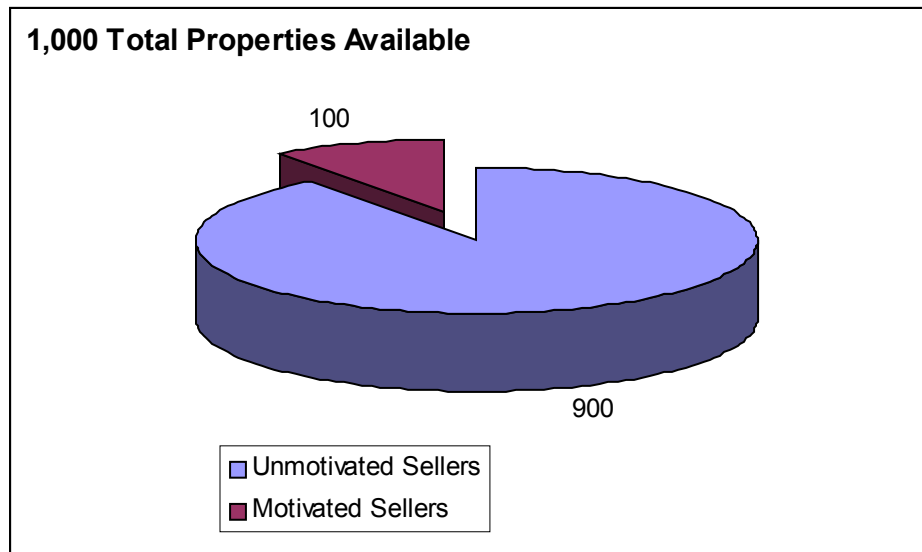
How Many Motivated Sellers are in a Given Area?

The number of Motivated Sellers is relatively small in comparison to the total number of sellers, and you have to know where to look to find them.



The small numbers are still very attractive since the profit potential for these properties is extremely high. Typically 90% of sellers are not Motivated Sellers, but that stills leaves 10% of the market for us to work with.

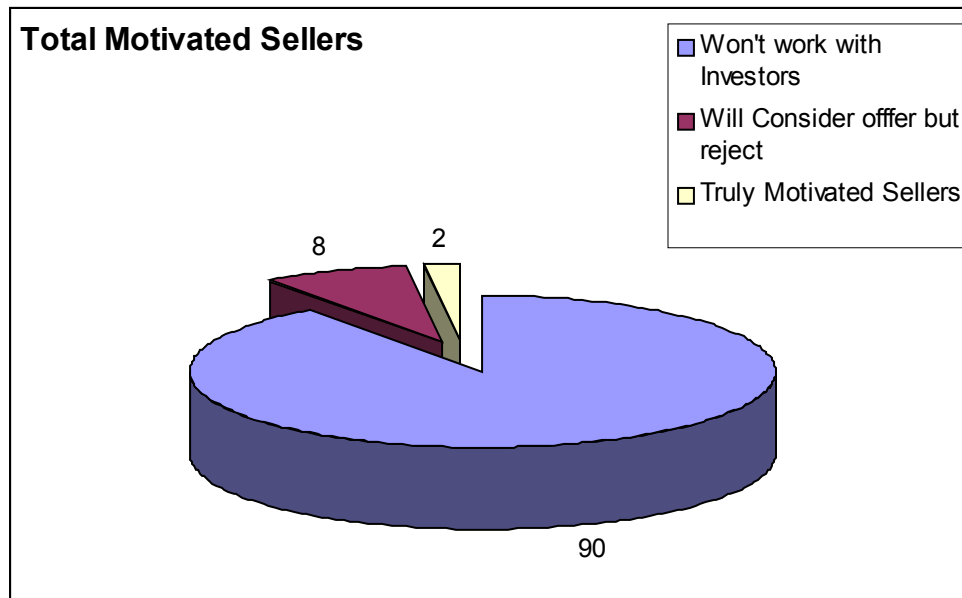
You will concentrate on providing leads that are composed of people that fall into this 10%. Let's look at an example of how the numbers work.



If there were 1,000 total properties on the market you would identify 100 of them as **distressed properties** ($1,000 \times 10\% = 100$), and provide this information to your Investors as leads.

Typically 90 of these 100 sellers will not want to work with an Investor. Believe it or not some would rather lose the property. You are now left with 10 possible Motivated Sellers.

Of these 10 Motivated Sellers, 8 will probably seriously consider an offer from the Investor, but will reject it. There are now only 2 truly Motivated Sellers for the Investor.



Usually one or both of the truly Motivated Sellers will accept Your Investor's offer. You have now earned referral fees for the truly Motivated Seller leads!

A quick look at the math indicates that on average you will have to generate approximately 100 leads to earn your [referral fee](#). This may sound daunting, but don't worry, you will be well prepared to find these leads, and earn some very good cash for the successful leads provided.

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The Real Estate Detective

This is truly a numbers game, and you have to produce the numbers to excel. The tools in this course will help you eliminate 90% of the **unmotivated sellers**, but you will have to investigate all of the remaining 10% to find the truly motivated sellers we need.

This 10% represents Motivated Sellers in the market. There is no way to determine which of the 10% will turn into successful leads, without checking them **all** out. This is where you earn your money!

Think of yourself as a Real Estate Detective ...



...tracking down clues to solve a case.

Your case is to find truly Motivated Sellers that require your help. The client is your Investor. The clues are the leads you are charged with finding. The reward is your referral fee and the invaluable knowledge you gain from working with your Investors.

You will have to investigate all of the clues in order to solve each case and get your reward. You will have to examine every clue to succeed. Don't give up after investigating 100 clues. The clue that you skip could be the one, which solves the case and gets you the reward!

Each clue that you investigate which turns up empty places you one step closer to finding the clue that solves the case. So check every clue!

This course will teach you how to **spot a clue**, where to find the clues and provide you with the tools to examine the clues. However, you will have to do the detective work.

It's a numbers game pure and simple. Please keep that in mind. The reward is well worth the investigation. We will get into the mechanics and tie dollar figures to your referral fees later; for now just remember these equations:

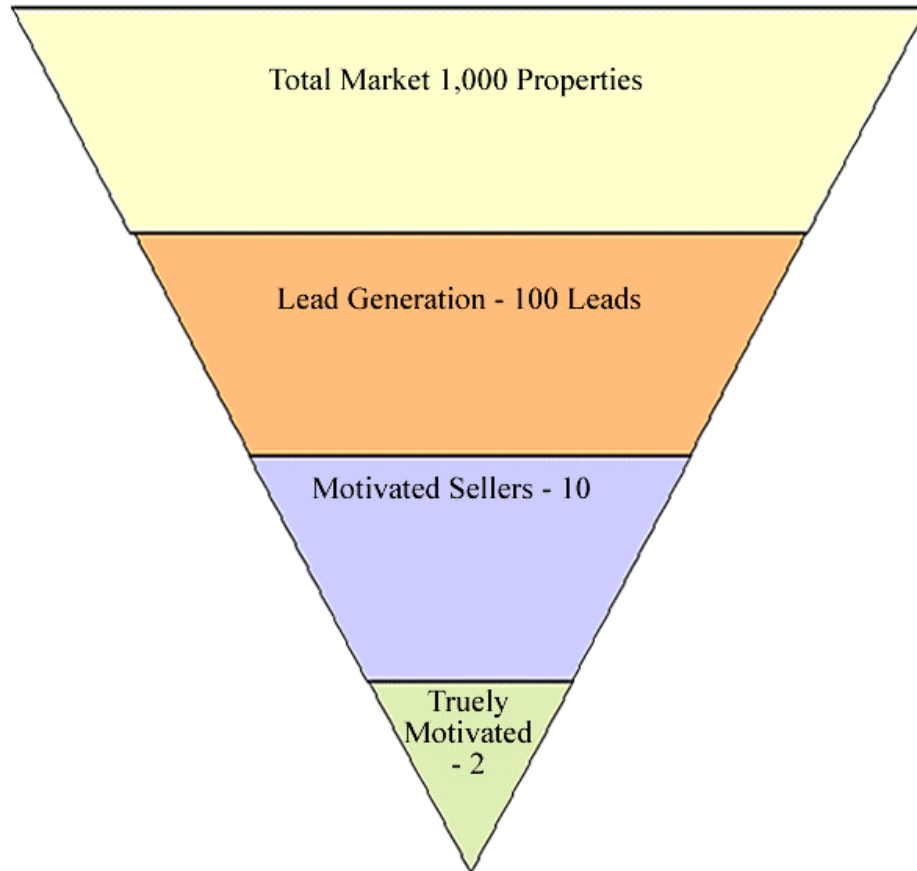
Distressed Properties = Motivated Sellers

Motivated Sellers = Happy Investors

Happy Investors = Mentors for you

Having mentors is extremely important especially if you plan to take the next step up to buying and selling properties. This is how you will learn the ins and outs of the business and avoid the pitfalls that your mentors have already experienced.

The Real Estate Jobber "Funnel Principal"



The **funnel principal** is another way to look at it. The funnel principal realizes that the number of leads; which result in your Investor purchasing a property, gets smaller as they are funneled through the process until only the truly Motivated Sellers remain.

The funnel has four levels. A "screen" that gets progressively finer divides each level. The top level encompasses the entire market,

and to continue with our example equals 1,000 sellers. Most of these sellers are not motivated at all; as a result only 100 (10%) make it to the next level. This course will teach you how to immediately screen out most of the unmotivated Sellers.

The next level represents the leads you will provide to your Investor. Because most of these sellers are not truly motivated, only 10 (10%) are allowed to pass to the next level.

The other 90 sellers are not willing to sell for less than the market value. Their problems are not serious enough to motivate a sale that meets your Investor's requirements. Remember it must be a **win-win** transaction.

The third level represents Motivated Sellers that are interested in making a deal with your Investor to solve their problems. These are people with significant problems that need help. Only Motivated Sellers are able to pass through the final screen.

The fourth level contains two truly Motivated Sellers. These sellers have serious problems that require immediate action and a fast closing.

The Investor is able to buy the property for a below market price, and the seller is able to eliminate the responsibility of the property. Win-win. Oh yeah, and you are paid between \$1,000 and \$2,000, make that win-win-win!

Once again it's a numbers game. The more leads you pour through the funnel, the more truly Motivated Sellers you will find, and the more money you will make.

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LEVELS OF REAL ESTATE INVESTING

There are essentially three general levels of real estate investing that we'll be concerned with. Actually there are numerous specialties that can be classified in real estate investing. But for the purposes of this course and to avoid confusion we will broadly classify real estate investing into three general levels.

My terminology for the levels of real estate investing is as follows, the [Jobber](#), the [Wholesaler](#) and the [Retailer](#). The Real Estate Jobber Course covers the Jobber level, which is a great way to get your feet wet and make some money, while learning the business.

The Wholesaler and Retailer levels require a little more involvement, and will be your next steps should you decide to further your real estate investing career.

The professional Real Estate Investor is often a Jobber, a Wholesaler and a Retailer all at the same time.

The levels are basically separated by the degree of financial risk involved. I'm sure you've heard the old saying, "the greater the risk, the greater the reward", well it's very true in real estate investing.

High risks can mean big rewards...



...while low risk usually offers smaller rewards.



I will give an overview of what to expect at each level, but again the Wholesaler and Retailer levels are outside the purpose of this guide and will not be covered in great detail.

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The Jobber

The Jobber is a person who finds leads for Wholesaler and Retailer Investors. The Jobber is sometimes referred to as a "bird dog", since the Jobber is essentially hunting leads and bringing them to Investors. Much like a hunting dog retrieves ducks for the hunter.



Real Estate Jobbers use a specific system to retrieve and supply high quality information to Investors. The term Jobber is defined in the American Heritage Dictionary as:

1. One who buys merchandise from manufacturers and sells it to Brokers. 2. One who works by the piece at odd jobs. 3. A middleman in the exchange of stocks and securities among brokers.

All three definitions of Jobber closely describe what you will be doing. The first definition mentions buying merchandise, which of course you will not do. However, you will be gathering information (leads) and selling it to Wholesalers and Retailers.

As indicated in the second definition you will be working by the piece so to speak, with your leads being the “piece”.

Thirdly you will be the middleperson connecting your Investors with Motivated Sellers, in effect “bringing the pieces together”.

The Jobber is an information gatherer who is constantly scouting for Motivated Sellers to bring to the attention of Investors. The Jobber bears no financial risk and is only responsible for getting the information to the Investor. It’s then the Investor’s job to act on the information.

When this information leads to the Investor purchasing the property, the Jobber has earned a referral fee. The Jobber can typically expect to earn a referral fee in the range of \$500 to \$1,000 for each lead that turns into a purchase.

You can now start to see the income earning potential from just being a Real Estate Jobber. We will get into more detail later.

The Wholesaler

The Wholesaler is actually similar to a Jobber, and is the **next logical step** in the Real Estate Investor progression. The Wholesaler is also constantly on the lookout for Motivated Sellers and bargain properties.

The Wholesaler may obtain and pay for leads from Jobbers. Wholesalers take it a step further by negotiating a price with the seller, and actually **signing a purchase contract** to gain control of the property.



While gaining control of a property is not an extremely difficult transaction, there is some financial risk involved. The Wholesaler will most likely have to put down an **earnest money deposit** to consummate the deal. The amount of earnest money required varies from deal to deal.

After the deal is finalized, the Wholesaler has a couple of options. Try to resell it for a profit on the open market. Or more commonly sell the purchase contract or “paper” to a Retailer.

Selling the contract is accomplished by simply assigning the contract to another Investor for a fee, which is perfectly legal as long as it's **spelled out in the purchase contract**, and it always is.

The wholesaler gains control of the property once the contract is signed, but most likely will never occupy the home. The property will be sold "as is" to a Retailer or owner/occupant.

Typically a wholesaler will include a clause in the purchase contract that allows him 30 to 45 days to **close** on the property. Closing occurs when all of the paperwork is completed and the seller receives the agreed upon payment, in exchange for the property.

If the Wholesaler is unable to sell the property or the contract to another Investor within the 30 to 45 day time frame, he will have to come up with financing to pay for the property or risk losing his earnest money deposit. This is where the financial risk comes into play.

Being a Wholesaler requires...

- ✓ Knowledge of market values in a given area,
- ✓ The ability to negotiate a price that will allow the property or contract to quickly and easily be sold
- ✓ The knowledge to estimate the cost of repairs
- ✓ The means to provide an earnest money deposit
- ✓ The ability to complete a purchase contract.

These are all skills that can be picked up during the Jobber level of investing, especially with experienced mentors and the right continuing education. The Wholesaler is exposed to financial risk, but can earn considerably more money than the Jobber.

Wholesalers who have done their homework and have negotiated a good deal can earn from \$8,000 to \$12,000 per transaction. The Wholesaler could also end up losing money. There are many who live quite comfortably as Real Estate Wholesale Investors and have no desire to become Retailers. But there are many others who want the huge profits that can be achieved at the next level.

We will cover Wholesaling in a little more detail in volume 5, since it's the next logical step.

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The Retailer

The Retailer is at the top of the food chain in the world of real estate investing. This person assumes the most financial risk, but by far achieves the highest financial gain.



Much like a retail store, the Retailer **buys at wholesale prices and sells at retail prices**. The Retailer can purchase leads from Jobbers, purchase contracts from Wholesalers or find distressed properties on their own. The Retailer can actually operate at all three Investor levels. Retailers then sell the property to retail buyers.

The Retailer will be responsible for obtaining the financing needed to purchase the property and will actually take possession of the property. Retailers for the most part are dealing with properties that are in poor condition and in need of total **rehab** (rehabilitation). Retailers typically will not pay more than 60% of the estimated value after rehab.

The rehab process can take months to complete, and the Retailer is responsible for making any loan payments during this phase. The Retailer must also purchase the rehab materials, pay the labor costs, and oversee the complete rehab process.

After the rehab has been completed the Retailer is also responsible for selling the property to an owner occupant. The sales process could take weeks or even months to complete. The Retailer continues to be responsible for all of the carrying cost during this time. Once the property is sold the Retailer can finally make a profit.

Let's take a look at the components of a deal that a Retailer might put together. The property has a current market value (after rehab) of approximately \$150,000, but is in need of repairs.

A wholesaler is able to gain control of the property with a purchase contract in the amount of \$75,000. The Retailer purchases the contract for \$10,000 from the Wholesaler, and estimates rehab cost of \$20,000 and a total rehab-to-sale time frame of three months. The Retailer is then able to sell the property for \$158,000.

Purchase Price by Investor	\$ 75,000
Purchase Contract Fee to Wholesaler	\$ 10,000
Actual Rehab Cost	\$ 15,500
3 months of loan payments	\$ 3,000
Other Costs	<u>\$ 3,000</u>
Total Property Cost	\$ 106,500
Sale Price to Owner Occupant	\$ 158,000
Investor Profit	\$ 51,500

As you can see in the above example the Retailer takes a great deal of risk, but can realize an outstanding profit. The numbers may change, but these are essentially the types of deals that Retailers are looking for. A purchase price of 50% to 60% of market value and manageable rehab costs.

The Retailer buys the \$75,000 purchase contract from the Wholesaler for \$10,000, which means the Retailer now has \$85,000 in expenses. At this point the Wholesaler pockets the \$10,000 and is out of the equation.

The Retailer then encounters another \$21,500 in rehab and other expenses (detailed in the table above) for a total of \$106,500 invested to get the property in the proper condition to sell.

The Retailer is now able to sell the home to an owner/occupant for \$158,000 and realize a profit of \$51,500! It's easy to understand why real estate investing is so attractive.



Many Retailers will not even consider a deal that does not generate at least a profit margin of \$30,000!

The Retailer requires an advanced set of skills, which include...

- ✓ Knowledge of market values in a given area
- ✓ The ability to negotiate a price that will allow the property to quickly sell
- ✓ The knowledge to accurately estimate the cost of rehab
- ✓ An understanding of how a property is rehabbed
- ✓ The ability to oversee and keep the rehab project on schedule
- ✓ The means to finance the project
- ✓ The ability to sell the property for the required price
- ✓ The ability to close on the property.

Again these are skills that can be acquired over time through hands on experience, and continuing education with various courses, books and seminars.

GETTING STARTED

Getting started is easy, that's part of the appeal of beginning your real estate investment career as a Jobber, because you have the ability to begin gathering leads for Investors immediately.

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What do I Need to Get Started?



Since you have already purchased the Real Estate Jobber course you probably have everything you need to get started right away and be successful in your Jobber business. What you'll need immediately is more intangible; however, there are some other tools you should obtain as soon as possible.

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Necessities for Getting Started

Positive attitude – this is a must as you will be dealing with all types and personalities of Investors, and they will easily be able to sense a negative attitude. Most Investors are operating their own business and must be able to maintain a positive outlook to stay motivated.

With this in mind they will not want to partner with anyone who is not positive and success oriented. You will be amazed how far a smile will get you.

It's also important to maintain a positive attitude for your own personal motivation. I mentioned earlier, this is a numbers game and you will have to generate hundreds of leads to earn a substantial income.

It's very easy to get discouraged, and give up when you have generated 100 leads, without earning a referral fee. You might give up after finding 100 leads, when lead numbers 101, 105, 107 and 200 could have earned you thousands of dollars!

The law of averages dictates that you have to gather the unsuccessful leads in order to find the successful leads that will get you the cash. You must keep telling yourself "the next lead could be my payday".

Real Estate Jobbing Volume 1

Organizational skills – organizational skills will play a major role in your Real Estate Jobber Business. You will be generating hundreds or even thousands of leads, from a variety of sources.

You must be able to organize your leads in a fashion that will allow you to keep track of them. You have to understand where they came from in order to know your best lead sources.

Knowing which Investors your leads went to, will be the key in determining your most productive Investors. You have to keep track of where your leads are in the process, so they are not lost in the shuffle.

What were the final results? Did the Investor buy the property? Is it time to follow up? These are all questions you will be able to answer, when managing your business effectively with good organizational skills.

If you are a disorganized person; don't worry I will show you a system to organize your leads and keep on top of your business. If you are already an organized person, then you can review my system and adjust it to fit your organizational style.

It is also very important to keep track of all of your business related expenses, including your auto mileage. At a very minimum keep all your business receipts in a file folder.

Workspace is also a very important organizational element. If possible use a spare room as an office with at least a desk and filing cabinet. If you don't have the space or desk, a table will do with a box to store your important documents. Label the box and store it out of reach of kids and pets each time you finish working with it.

A desk and file cabinet would be an excellent investment once the money starts coming in, don't forget to save your receipts.

Planning and goal setting are also important parts of being organized. They are necessary in order to know if you are doing everything that you need to in order to make your business successful.

I will get you started on your goal setting, and help you develop a strategic plan later in the course. A computerized personal information management system (PIM) can be a great organizational tool. You can keep track of all of your important meetings, as well as your "to do" list. You can obtain the AMF personal information management software for about \$40. I will have more information on this later in the course.

Real Estate Jobbing Volume 1

Entrepreneurial spirit – your Real Estate Jobber business is just that, a business. You must be self-motivated to be able to go out on your own and generate the quantity of leads that are necessary in order for you to get paid for your efforts.

You can't let fear prevent you from taking action to better your life. Remember, "you can't change your life, unless you change your life."

This guide will provide you with the knowledge that is needed to be able to generate the leads, but ultimately it

will be up to you to absorb the information from this guide and take action.

Again, this is not something everyone is born with, but it is nonetheless a skill that can be learned with repetition, education and practice. It's a matter of developing a plan, consistently carrying it out and modifying it when necessary.

Believe it or not logic and repetition can help you develop this spirit, and the money that you earn will reinforce it. This will be one of the toughest skills to develop, it's easy to give up, but you must fight through those feelings.

I suggest reading as many motivational books and listening to as many motivational recordings as possible. There are some recommendations and free resources included with your Jobber Biz Toolz.

Real Estate Jobbing Volume 1

Willingness to Learn – you must be willing to learn and try different ideas. Each Investor that you work with will have their own ideas and way of doing things.

You must keep an open mind and absorb what they are communicating to you. Ask plenty of questions, the more you learn the more successful you will be.

Of course you will have your own ideas, and don't be afraid to politely express your opinion and get feedback from the Investor.

This is how a mentor relationship is built. I cannot stress enough how important it is to develop a mentor relationship with one or more of your Investors.

Most successful Investors are willing to share their knowledge with you, because as I mentioned earlier they were probably once in your shoes.

Of course it has to be a win-win situation. You must provide your Investors with good, solid detailed information that will save them time and make them money.

This relationship can save you years of trial and error, which is actually money in your pocket, since we all know time is money. Don't forget to give back when you are successful and be a mentor to an up and comer like you!

The learning never stops. Any successful person will tell you that in order to remain successful, it is of paramount importance to keep current on industry trends. You should have an idea of what the future holds.

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10-15 hours each week - you must be able to devote at least this amount of time each week to your business. Generating leads will take considerable research, since our target market, which consists solely of Motivated Sellers represents only about 10% or less of the total real estate market.

This can be accomplished by simply giving up a couple hours of TV time each day. If you are serious about being successful in this type of business, it's a tradeoff you will gladly accept.

Initially you will put in a little more time learning the research techniques needed to dig out the leads that will generate cash for you. The more time you devote to learning the system, the more familiar with the tools you will become.

This will greatly reduce the time you spend on research going forward. You will also gain the ability to tweak my research methods to fit your own needs and areas of interest.

You will of course determine your own schedule. But there is just no way around putting in the necessary time to obtain the knowledge needed to become a successful Real Estate Jobber, and later on a successful Real Estate Investor, if you so desire.

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Telephone – for obvious reasons a telephone with an answering machine or an answering service will be needed to stay in contact with your Investors. Check your machine or service regularly and always return calls promptly.

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Vehicle – transportation is another obvious requirement for attending meetings, checking out neighborhoods, and of course for taking your referral fee checks to the bank!

You will have to travel to various neighborhoods, and your automobile is your office away from home. Don't forget to record all of your business mileage.

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Map – a detailed map of the area is also very helpful. There are most likely neighborhoods in your town that you did not even know existed, which probably has Motivated Sellers.

Make sure you obtain an updated map for your area each year. I find that there are new neighborhoods being developed all the time.

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Strongly Suggested Tools - Get As Soon As Possible

Computer System – although it's not absolutely required to get started, this could be your single most valuable tool, and save you hours of time each week, and we all know what time equals.

If you don't have a computer system then try everything possible to get one. Take advantage of one of the no payments for a year deals. Many stores also offer a free computer if you sign up for an Internet service for two or three years. This usually only requires \$22 a month to pay for the Internet service.

The system does not have to be state of the art with all of the bells and whistles that are available. You simply need to be able to manage your data and access the Internet.

When I say computer system I mean: CPU, monitor, printer, modem for Internet connection, e-mail, word processing software and spreadsheet software.

I will cover the computer system components in more detail in volume 4.

Software can be rather expensive. However, you can use the 602 PC Pro Suite included with your Jobber Biz Toolz for everything you will need to do.

This software bundle has an extremely powerful word processor and spreadsheet application, which will work great for your Jobber business.

A complete low-end system should be available for around \$600.

E-mail is the most efficient way to communicate with your Investors. If there is no possible way you can get a computer at this time, then I would suggest you take your first referral fee check and purchase one.

Much of your research can be done via the Internet. While it's possible that you can access the Internet at your local library, the convenience of having your own computer is well worth the \$600.

As you will see later there are also data management and processing uses for your computer.

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Cell Phone – this is simply a convenience, which allows you to keep your business with you at all times. Most cellular service plans include caller ID, voice mail and a bundle of airtime for a reasonable monthly fee.

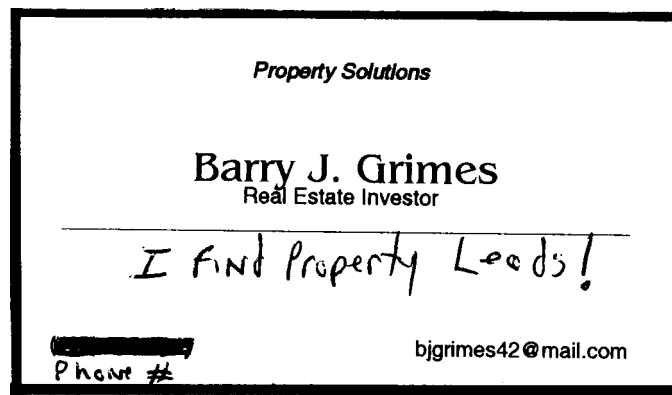
You can choose a prepaid plan, which will make your monthly cell phone expenses more predictable. Don't forget to keep track of all of your business expenses!

I would put this high on your list as your business cash flow improves. A cell phone also gives you a separate business phone number.

Real Estate Jobbing Volume 1

Business cards – business cards add a professional touch to your business and show your Investors that you are serious about this business. They are fairly inexpensive, 500 black and white business cards on basic paper can be purchased for around \$20 at local print shops.

This type of card should be fine to begin your business with. This is the initial business card that I used.



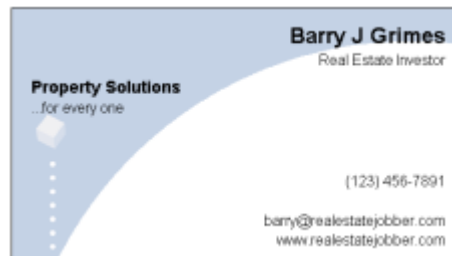
It's a very basic and inexpensive card, but it contains all the information an Investor needs to know; my name, phone number, e-mail address and what I do. I would often write a personal note on my card before giving it to an Investor.

Business cards let the Investor know you are serious about your business, and that you can help make her money. This in turn will make money for you. Win-win.

Do not print business cards from your printer, this looks very unprofessional and is actually not cost effective. These cards never separate smoothly and do not look polished.



You can now get 250 full color business cards free! You will pay only \$5.25 for shipping and handling. These cards will contain a small logo of the printer on the back. You can choose from 30 templates, the paper stock is good and you customize the lettering to fit your needs. Below is a screen shot of a business card that I created in less than five minutes.



Instructions for getting your free business cards are included in your Jobber Biz Toolz.

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Advanced Tools – Will Boost your Business

Digital Camera – allows you to take pictures of hot properties and immediately e-mail them to your Investors. Instant communication and viewing of properties can shorten the decision-making time.

If one Investor is not interested in the property, then you can send it to another. There is no cost to develop the pictures, they are available immediately and can be stored in your computer. A digital camera is a very useful, efficient and effective tool.

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Scanner – this is another handy tool, which can convert any document or picture into an electronic file, and can then be sent by e-mail. A basic scanner is available for under \$100, and unlike a fax machine does not require a phone line.

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Fax Machine – fax machines are becoming more and more obsolete with the advances of e-mail. There are still some occasions when they are useful for sending documents, although documents can now be scanned and attached to the e-mail you are sending. They are most useful for receiving documents.

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Jobber Web Site – this is cutting edge information availability. If your volume increases to a point where you are sending out several pictures a day, then a web site could be a major time saver.

It can be cumbersome and time consuming to send e-mails with several pictures attached, especially if you have a dial up modem connection to the Internet.

One answer is to set up a web site and post the pictures of your property leads on your site. This allows your Investors to simply type in your Internet address and quickly view the pictures. You can include comments explaining why the pictures are good leads.



This is an example of a page from my old web site. Again it's simple, but gives the Investor enough information to spark some interest. You can have a separate page set up for each Investor, and Investors can only access their private page.

A website also gives Investors the ability to pay your referral fee on-line with a credit card, which will instantly transfer the funds to your account.

Web space is now relatively inexpensive and I was able to maintain the site myself.

I won't get into the technical details now, but in volume 4, I cover Real Estate Jobber websites in great detail. You will learn to build and operate your own Jobber website.

SUMMARY

Take Control of Your Life

I'll end this volume the same way I began it. **Take control of your life.** It's not safe to leave your financial well being in the hands of someone else. Building a thriving business is the only way to **assure your financial security** and take control of your life. You must choose a business that has very little risk, a stable product and the ability to grow.

Real estate is the perfect business to build, as it offers a flexible schedule, a never ending market, no licensing requirements and the opportunity to earn a tremendous amount of money.

This Real Estate Jobber course was designed to concentrate specifically on real estate jobbing and not buying and selling properties.

We looked at the qualities that a champion displays and related those qualities to successful business people. Fear is a major reason why many people don't achieve their dreams. Fear is something that can be embraced and used as a learning experience. Once familiarity is gained, fear is conquered.

We learned that Real Estate Investors buy and sell properties for a living, and looked at a typical Investor's profile. We now know that Real Estate Investors are able to earn a great deal of money, because they work only with Motivated Sellers and are able to buy properties for less than market value.

People become Motivated Sellers for a number of reasons including, financial troubles, divorces and job relocations just to name a few. Real Estate Investors are able to help some Motivated Sellers by taking over troublesome properties. This sometimes provides cash for the Motivated Seller, and saves their credit from a major blemish.

Real Estate Jobbing is a numbers game. A successful Real Estate Jobber has to generate hundreds of leads each month. There are very few Motivated Sellers in comparison to the total market of sellers. Looking for leads is like a detective searching for clues to solve a case.

There are three general levels of real estate investing: the Jobber, the Wholesaler and the Retailer. The three levels are separated by the amount of financial risk involved. Jobbers earn the least amount of money and have zero financial risk. Wholesalers earn considerably more and have moderate risk. Retailers earn the greatest amount of money while experiencing the most risk.

We reviewed the requirements for starting your own Jobber business. The most important of which are intangible. However, we established that a computer system should be obtained as soon as possible and advanced tools like a website would greatly help your business.

WHAT'S NEXT

Volume 2 – the Getting Started Guide

Next up is Volume 2, the Getting Started Guide. You learn the principles for actually finding leads for your Investors. You will gain a greater understanding of what Real Estate Jobbing is all about, and how you can quickly become a Real Estate Jobber.

You will want to read Volume 2 a couple of times to make sure you grasp the principles, and are then able to put them into action.

Real Estate Jobbing Volume 1

NOTES

Start Your Plan Here

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.